

ORDER



Orders
Order / Rev: 708272 - 2
Alt Order #: 06289657
Product Desc: CROSSROADS GPS
Estimate: 1953
Flight Dates: 08/23/12 - 08/29/12
Original Date / Rev: 08/21/12 / 08/29/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Crossroads Media/ POL
Buying Contact: Elise Cloyd
Billing Contact:
 88 Canal Center Plaza Suite 555
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Crossroads GPS
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	34	\$65,360.00	\$55,556.00
08/27/12	08/29/12	30	\$57,040.00	\$48,484.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	34	\$65,360.00	\$55,556.00	0.00
September 2012	30	\$57,040.00	\$48,484.00	0.00
Totals	64	\$122,400.00	\$104,040.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/23/12	08/24/12	M-F 6-7a 6-7a 10 News	CM	6-7a	---TF--	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
		1 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--		2				\$360.00		0.00			
2	WTSP	08/23/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	---TF--	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
		1 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--		2				\$360.00		0.00			
3	WTSP	08/23/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	---TF--	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
		1 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--		2				\$360.00		0.00			
4	WTSP	08/23/12	08/24/12	M-F 4-5p Dr. Phil	CM	4-5p	---TF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		2 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--		4				\$800.00		0.00			
5	WTSP	08/23/12	08/24/12	7-730p Inside Edition	CM	7-730p	---TF--	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
		2 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Alt Order #: 06289657
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Advertiser: Crossroads GPS
Product Desc: CROSSROADS GPS
Estimate: 1953
WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WTSP	08/27/12	08/29/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MTW----	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTW----	3		\$360.00		0.00						
18	WTSP	08/27/12	08/29/12	M-F 4-5p Dr. Phil	CM	4-5p	MTW----	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTW----	6		\$800.00		0.00						
19	WTSP	08/27/12	08/29/12	7-730p Inside Edition	CM	7-730p	MTW----	:30	6	\$600.00	P-3	0.00	NM	4	\$2,400.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTW----	6		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	WTSP	08/27/12-09/02/12		7-730p	7-730p		MTW-----	:30	(\$600.00)	0.00	NM				
Credited [MG 28]															
6	WTSP	08/27/12-09/02/12		7-730p	7-730p		MTW-----	:30	(\$600.00)	0.00	NM				
Credited [MG 28]															
E 20	WTSP	08/27/12	08/29/12	10 News Special 10 News Special	CM	10 News Special	MTW----	:30	6	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTW----	6		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WTSP	08/27/12-09/02/12		10 News Special	10 News Special		MTW-----	:30	(\$1,200.00)	0.00	NM				
Credited															
3	WTSP	08/27/12-09/02/12		10 News Special	10 News Special		MTW-----	:30	(\$1,200.00)	0.00	NM				
Credited [MG 28]															
5	WTSP	08/27/12-09/02/12		10 News Special	10 News Special		MTW-----	:30	(\$1,200.00)	0.00	NM				
Credited [MG 28]															
21	WTSP	08/27/12	08/29/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTW----	:30	3	\$2,600.00	P-2	0.00	NM	3	\$7,800.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTW----	3		\$2,600.00		0.00						
22	WTSP	08/28/12	08/28/12	Tue Prime A NCIS	CM	Tue 8-9p	-T-----	:30	1	\$11,200.00	P-2	0.00	NM	1	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-T-----	1		\$11,200.00		0.00						
23	WTSP	08/28/12	08/28/12	Tue Prime B NCIS: Los Angeles	CM	Tue 9-10p	-T-----	:30	1	\$11,200.00	P-2	0.00	NM	1	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-T-----	1		\$11,200.00		0.00						
24	WTSP	08/27/12	08/27/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	Mon 9-10p	M-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$8,000.00		0.00						
25	WTSP	08/26/12	08/26/12	Sun Prime D The Mentalist	CM	Sun 10-11p	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$8,000.00		0.00						
27	WTSP	08/25/12	08/25/12	Bucs Weekend Game Bucs Weekend Game	CM	Weekend Game	-----S-	:30	3	\$0.00	PKG	0.00	NM	3	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
27	WTSP	08/25/12	08/25/12	Bucs Weekend Game	CM	Weekend Game	-----S-	:30	3	\$0.00	PKG	0.00	NM	3	\$0.00
				Bucs Weekend Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		3				\$0.00		0.00			
E 28	WTSP	08/28/12	08/28/12	Prime Political Program	CM	Prime	-T-----	:30	1	\$3,600.00	P-4	0.00	NM	0	\$0.00
				Prime Political Program											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1				\$3,600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	08/27/12-09/02/12	Prime Political Program		Prime	-T-----	:30		(\$3,600.00)		0.00	NM		
				Credited											
N 29	WTSP	08/29/12	08/29/12	Prime Political Program	CM	Prime	--W----	:30	1	\$3,600.00	P-4	0.00	NM	1	\$3,600.00
				Prime Political Program											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W----		1				\$3,600.00		0.00			
N 30	WTSP	08/29/12	08/29/12	LN (M-F) late	CM	M-F Late News (la	--W----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				M-F Late News (late)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W----		1				\$1,200.00		0.00			
													Totals	64	\$122,400.00